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**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**MC - 1360**

 **M.Com. (I Semester) Examination, Dec.2018**

**COMMERCE**

**Marketing Management**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.

**Q. 1.** Write short notes on any **six** of the following. **5\*6=30**

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1. Objectives of marketing management.

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1. Elements of Marketing Mix.

foi.ku feJ.k ds rRo

1. Marketing information system.

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1. Buying Process.

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1. Product Line Pricing.

mRiknkuqlkj ewY; fu/kkZj.kA

1. Online Marketing.

vkWuykbu foi.kuA

1. Challenges of Rural Markets.

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1. Personal Selling in Rural Markets

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**Q. 2.** Critically examine the environmental variables of an organization that effect the decisions taken by their marketing department. **10**

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**OR/vFkok**

Explain the marketing threats model of Michael Porter with diagram.

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**Q. 3.** Why do marketing managers study consumer behavior? Briefly discuss the factors that influence consumer behavior. **10**

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**OR/vFkok**

What is Marketing Research? Explain the research process in detail.

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**Q. 4.** Why is pricing considered as an important aspect of Marketing? Describe various pricing techniques for a new product. **10**

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**OR/vFkok**

What are the main channels of distribution? Describe the factors influencing the decision of choosing the channels.

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**Q. 5.** Explain the concept of Internet Marketing. What are its impacts on Business and Consumers? **10**

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**OR/vFkok**

"Social Media is emerging as a new platform of marketing products." Explain.

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